



**Missouri Travel Barometer
March 2016 Report
(Data available as of 4/08/16)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

March Report Highlights

Lodging Statistics: 2016 Calendar Year to Date through February

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy, Demand and RevPAR while other states are showing stronger growth in ADR.

Missouri Lodging:

Demand up 5.9% -- Occupancy up 5.3% -- ADR up 2.9% -- RevPAR up 8.4%

SIC Tourism business sales and tax collections: 2016 Calendar Year to Date through February

- For FY16, a 4.8% (\$383.7 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-Feb
- For CYTD16, a 3.2% (\$57 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Feb
- Feb 2016 saw a 4.9% (\$42.3 million) sales revenue increase compared to Feb 2015

Website Visits: 2016 Calendar Year to Date through March

- Total web visits (main site and mobile visits) were down 14.1% for March 2016 compared to March 2015
- Blog web visits were down 65.8% for March 2016 compared to March 2015
- Total web visits (main site and mobile visits) down 5.6% for January-March 2016 compared to last year

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2016 Calendar Year to Date through March

- 52,582 responses for 2016 YTD – a decrease of 21.0% (*Please note—this decrease is due primarily to a one-time addition of leads from the Welcome Center Study in January 2015 that we didn't have in 2016*)
- Expansion markets are up 30.3% for January-March 2016 compared to the same period in 2015

Welcome Center visits: 2016 Calendar Year to date through March

- For CYTD 2016 the centers are up 24% for January-March 2016 compared to the same period in 2015
- For the month of February alone, the centers were up 27% compared to March 2015

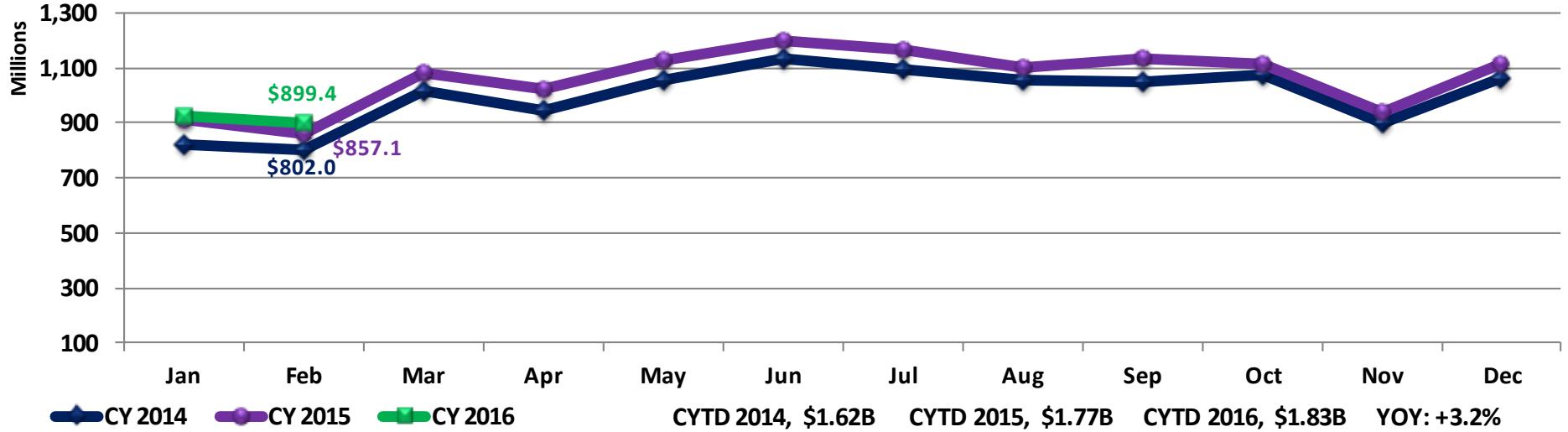
Commercial airport deplanements: 2016 Calendar Year to Date through February

- Kansas City up 9.8% for Jan-Feb 2016 over Jan-Feb 2015
- St. Louis up 12.6% for Jan-Feb 2016 over Jan-Feb 2015
- Columbia up 0.3% for Jan-Feb 2016 over Jan-Feb 2015

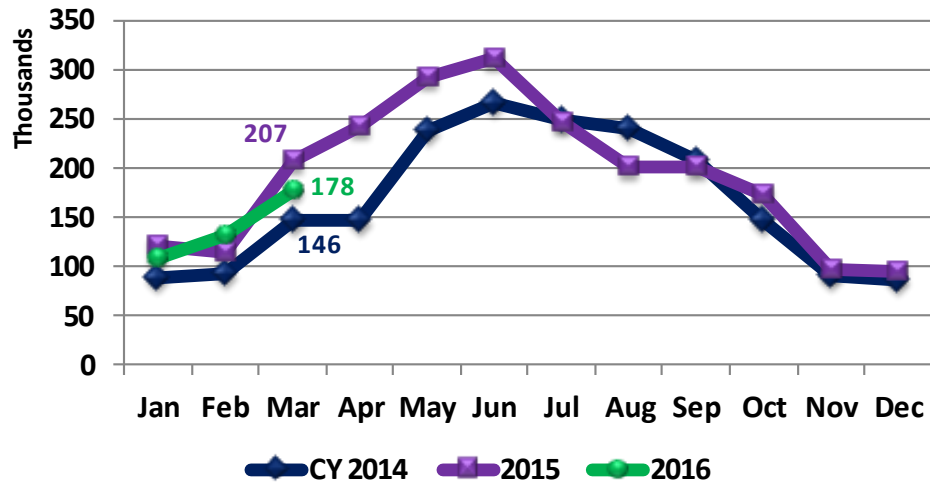
nSight-Searches and Bookings on third-party travel websites

- Conversion for travel (Booking) to Missouri across third-party sites was up 16.2% for March YOY
- Top booking cities for March YOY were KC, Chicago, St. Louis, Denver, Dallas, Minneapolis, and Columbia
- Top searching international cities for next 60 days: Toronto, London, Buenos Aires, Bangkok, San Pedro Sula
- Volume for third-party travel site searches for April—May shows 15.42 million searches for Missouri

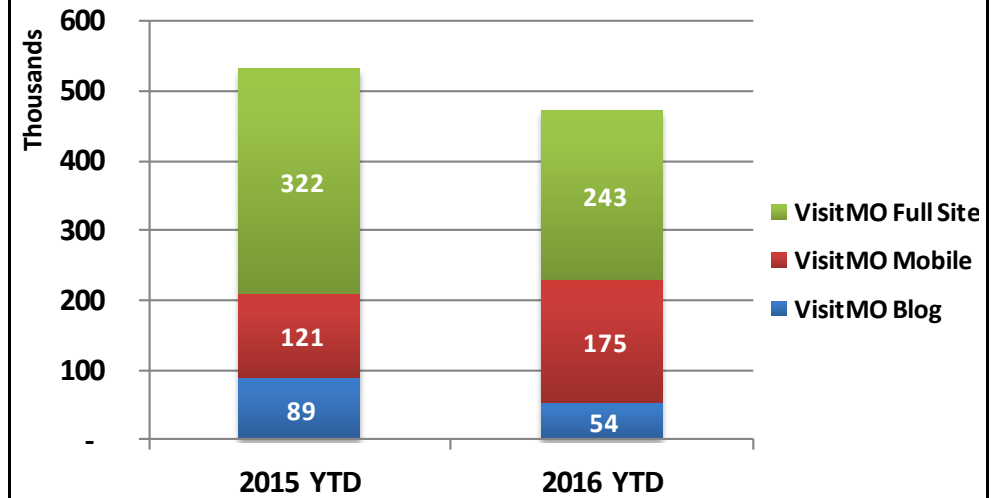
Sales Revenue from 17 Tourism SICs



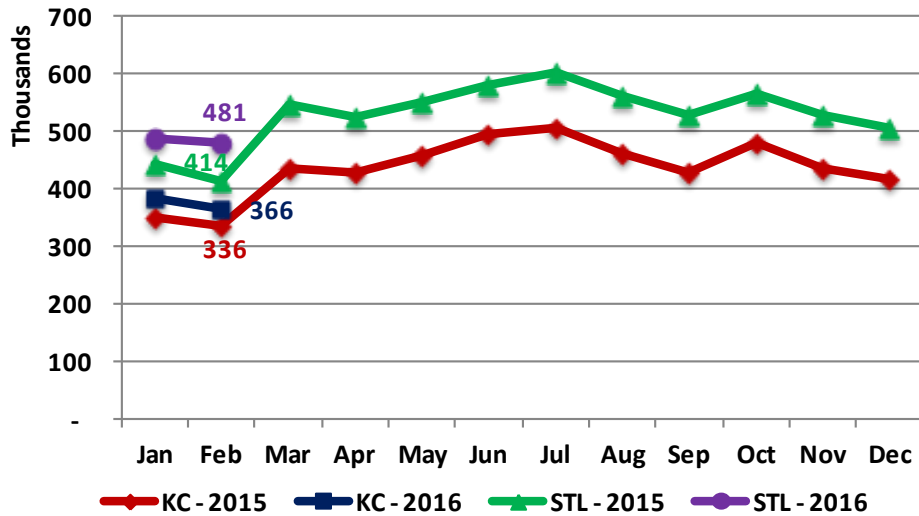
Visits to VisitMO (Full & Mobile Sites) by Month



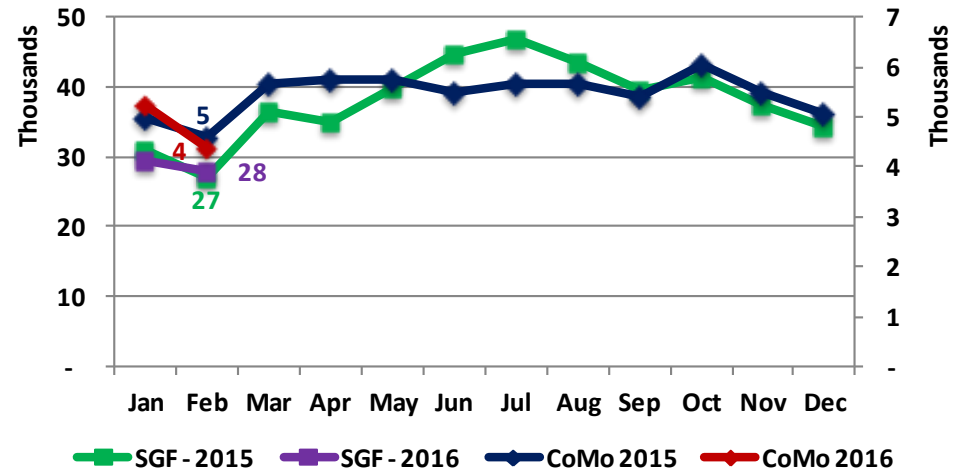
YTD Visits to VisitMO by Site



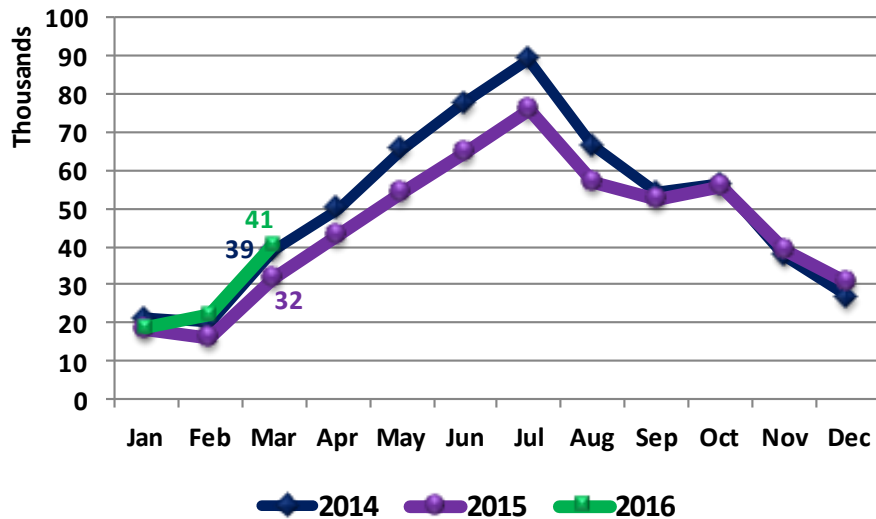
KC & STL Airport Deplanements



Columbia (R) & Springfield (L) Airport Deplanements



Welcome Center Visitors



Responses to MDT Advertising

